

Communications and Marketing Activities Report

Tab 14

Background:

TCDD Communications Director Joshua Ryf will provide an update on communications and marketing activities for the previous quarter. Data and details of these activities are included in the enclosed report.

Council — Agenda Item 8

Expected Action:

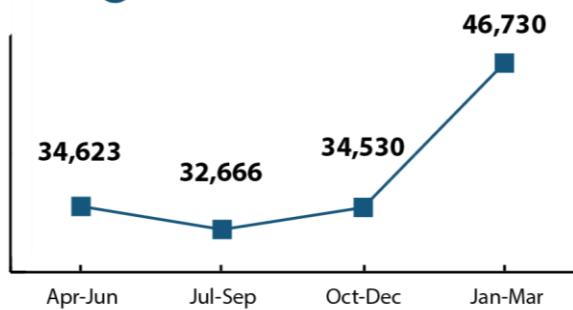
The Council will discuss the report and may provide further guidance to staff.

Communications and Marketing Activities Report — May 2017

Website



Website Visits

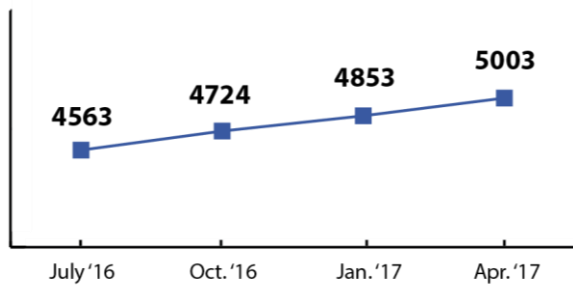


Top 20 Webpages Visited

Pages highlighted in **bold** feature original TCDD content designed to educate the public.

Webpage	Number of Visits
Total webpage visits for quarter	46,730
People First Language	4,473
Home Page	4,125
Workplace Bullying: Know Your Rights	3,338
Updated Texas Service Dog Law 14 Facts for 2014	2,635
Texas Legislature	2,365
Supported Decision-Making	1,050
What is a Developmental Disability?	734
Legislative Advocacy Tips	732
Funding Available	688
Get Ready for the 85th Texas Legislative Session	688
Guardianship Alternatives	667
Legislative Bill Tracking	612
Texas Partners in Policymaking Seeks Applicants	600
Update: Autism Services in Texas	462
Side-By-Side Texas	443
Side-By-Side Texas Toolkit	392
Publications and Multimedia	363
Current Grant Projects	360
News and Information	359
About Us	350

Facebook



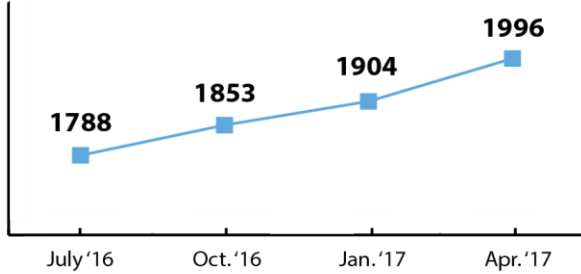
Top Facebook Posts

Post Message	Total Reach
BREAKING: The Supreme Court Rules In Favor Of A Special Education Student	5,748
Students at The University of Texas at Austin elected a person with a disability to be student body president.	3,770
Texas Partners in Policymaking Seeks Applicants	3,103
Unable to get special education services in Texas, one family moved to Pennsylvania	2,723
Medicaid expansion tied to employment among people with disabilities	2,313
For these twins, inclusion comes naturally. #SideBySideTX	2,009
HELP AVAILABLE TO RESOLVE MEDICAID ISSUES	2,006
Denied: Special ed cap drives families out of public schools	1,946
Governor's DD Awareness Month Proclamation Emphasizes Inclusion	1,855
Expecting spike in special ed students, advocates push for better services	1,855
GUARDIANSHIP BILLS: COMMITTEE TO RECEIVE TESTIMONY	1,852
Autism Documentary To Premiere On A&E	1,801
This is Parker (left) and his friend, Derek. #SideBySideTX	1,751
New voices for those who use computers to speak.	1,679
Orlando's Pro Bowl will set precedent for being 'autism-friendly'	1,657
LORA TAYLOR: ACCESSIBLE PARKING ADVOCATE	1,578
TCDD Council members are meeting with their legislators today to discuss important disability-related issues.	1,483

Reach: the number of unique people who received impressions of a Page post

Twitter

Twitter Followers



Top Twitter Tweets

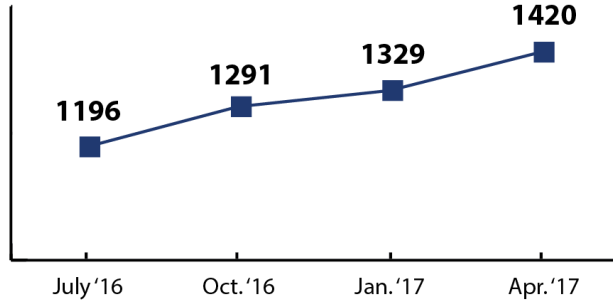
Tweet	Total Impressions
@Google highlights disability rights and independent living movement pioneer Ed Roberts with today's Google Doodle.	1,767
Share best practices at the 2017 @NACDD Annual Conference in Utah. The theme is "A Quality Life: Count Me In!"	1,471
Deadline next week to submit presentation proposals for the 2017 @NACDD Annual Conference in Utah. Due Jan. 31.	1,204
ICYMI: Share best practices at the 2017 @NACDD Annual Conference in Utah. The theme is A Quality Life: Count Me In!	1,189
Senate Finance Committee to accept testimony regarding public education and health & human services budgets: https://t.co/1rt32Oyhc #txlege	1,042
Senate Health & Human Services Committee to hold hearing Wednesday (8:30 a.m.). Watch online. More info: https://t.co/Qg6TvkJLL #txlege	1,021
.@TxDOT events in Lubbock & Amarillo tomorrow to get input to improve #transportation for people with #disabilities: https://t.co/gSuUZ9aJLj	956
TCDD Council members visited over 20 legislative offices to #advocate for disability-related issues: https://t.co/U49KxBIRI9 #txlege	906
Public meetings: Special Education Continuing Advisory Committee & Medical Care Advisory Committee. https://t.co/bvdGuGV09b #advocacy #Texas	895
ICYMI: @TXWorkforce to host Benefits of #Hiring People With #Disabilities Business Forum in Austin on Jan. 25. More: https://t.co/pCLE1stm76	879
.@TxDOT in Abilene & San Angelo tomorrow to get input to improve #transportation for people with #disabilities: https://t.co/gSuUZ8T8mJ	865

Impressions: the number of times a tweet has been seen

Email



Email Subscribers



Email Messages

Below are some of the emails that were sent to eNews subscribers.

Email Subject	Opens	Clicks
HHSC Submits Exceptional Items to Senate Finance Committee	31.53%	4.74%
Advocacy Opportunities in Texas (Sent January 12, 2017)	31.41%	4.11%
Texas Partners in Policymaking Seeks Applicants	29.23%	4.57%
Upcoming HHS Meetings (Sent January 19, 2017)	28.07%	4.09%
HHSC Submits Exceptional Items to House Appropriations Committee	28.00%	2.88%
HHSC Meetings Next Week (Sent February 2, 2017)	27.56%	2.42%
Advocacy Opportunities: February	26.47%	2.21%
House Appropriations Committee to Hold Public Hearings	26.44%	2.02%
Legislative Hearings: February 27 & 28	26.42%	1.89%
TCDD Council & Committee Meetings: February 8-10, 2017	25.96%	2.99%
Legislative Hearings: March 6-9	25.59%	1.80%
Get Social with Side-By-Side Texas!	25.51%	2.04%

I and R Requests and Distribution

Information and Referral (I and R) Requests: Staff responded to 76 requests for information and referral.

Printed Materials Distributed

- Funding Opportunities: 50
- Become A Council Member: 50
- Extending Health Insurance for an Adult Child: 50
- Impact: TCDD 2014 Annual Report in English: 5
- Impact: TCDD 2014 Annual Report in Spanish: 4

- People First Language Handout: 131
- Biennial Disability Report in English: 3
- Biennial Disability Report in Spanish: 1
- Higher Education Guide in English: 91
- Higher Education Guide in Spanish: 72
- Alternatives to Guardianship: Supported Decision-Making: 125
- Next Step DVD: 95
- Next Step DVD Booklet: 50
- #SideBySideTX Flyer: 2

Marketing and Outreach

#SideBySideTX



Side-By-Side Texas is a social media campaign conducted during Developmental Disabilities (DD) Awareness Month (March). The campaign is designed to raise awareness about the importance of inclusion of people of all abilities. All over Texas, people with and without disabilities make contributions to their communities, participate in meaningful employment, and have fun together — side-by-side.

TCDD has participated in DD Awareness Month campaigns for a number of years and 2017 was the second year of the Side-By-Side Texas campaign. The campaign is conducted by TCDD with our DD Network Partners. In the first year of the campaign, the primary audience was people already in our existing networks (email subscribers, Facebook fans, and Twitter followers). In 2017, we expanded beyond our audiences and reached out to other state agencies, disability organizations, special education directors, and more.

2017 campaign highlights:

- Campaign headquarters: TCDD's website was the primary place to find information about the campaign. In 2016, all of the DD Network Partners featured information about the campaign on their websites. With just one website serving as the landing spot for the campaign, the DD Network Partners could direct their followers to the same place.
- Toolkit: TCDD developed a digital toolkit to help organizations spread the word about the campaign to their audiences. The toolkit featured sample content for social media and email, banners for social media platforms, and a flyer.
- State agency partnerships:
 - TWC: TCDD and the Texas Workforce Commission (TWC) collaborated to develop a blog post and social media content that was published by TWC.

- GCPD: TCDD and the Governor's Committee on People with Disabilities (GCPD) collaborated to draft a Governor's Proclamation that was issued by Governor Greg Abbott. GCPD also shared information about the campaign with their audience.
- Disability organizations that participated:
 - TCDD connections: the Joseph Thomas Foundation (Council member John Thomas' organization), the H.E.A.R.T. Program (TCDD grantee), and the Marbridge Foundation (Council member Scott McAvoy's organization) all posted numerous photos during the campaign.
 - Other organizations: The Arc of Texas, Eva's Heroes, Texas Advocates, the Rise School of Austin, Down Home Ranch, the Center Houston, East Texas ADRC, Pursuit, The Arc of Greater Beaumont, The Arc of Greater Houston, Joint Base San Antonio Exceptional Family Member Program, REACH, Inc., Texas Rehabilitation Association, Southeast Texas Self Advocates, Austin-Travis County Integral Care, The Arc of Fort Bend.
- Non-disability organizations that participated: Texoma Council of Governments, Immanuel Baptist Church, Southwest Key, and American Junior Rodeo Association.

Upcoming events

- May – Mental Health Awareness Month
- World MS Day – May 27
- June 16-17 – Texas Parent to Parent Conference (San Marcos)
- June 18 – Autistic Pride Day
- July 26 – ADA Anniversary

Blog Posts



HHSC Submits Exceptional Items to Senate Finance Committee

This week, HHSC submitted its Legislative Appropriations Request (LAR) to the Senate Finance Committee. Learn about the exceptional items included in the LAR that may impact people with disabilities.



New App puts People with IDD in Control at Super Bowl

A new easy to use inventory tracking app helped people with IDD completely operate six Papa John's kitchens at Super Bowl LI. And that's just the beginning of what may be possible with the i4me app.



Texas Partners in Policymaking Seeks Applicants

Texas Partners in Policymaking is an advanced leadership development training program for self-advocates and parents of children with DD. The deadline to apply for the 2017–2018 class is May 1, 2017.



HHSC Submits Exceptional Items to House Appropriations Committee

This week, HHSC submitted its exceptional items request to the House Appropriations Committee's Subcommittee on Article II. Learn about the differences and similarities between this and previous requests.



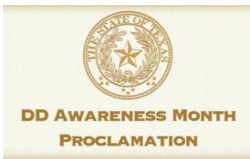
Council Members Visit Legislators

In February, TCDD Council members visited with their legislators at the Texas State Capitol to advocate for important disability-related issues and to offer themselves as a resource.



Get Involved in #SideBySideTX

People from around the state are encouraged to participate in Side-By-Side Texas, a social media campaign designed to raise awareness about the importance of inclusion of people of all abilities.



Governor's DD Awareness Month Proclamation Emphasizes Inclusion

Gov. Greg Abbott issued a proclamation recognizing March as DD Awareness Month in Texas. The proclamation highlights how Texas is stronger when people of all abilities are included in community life.



TCDD Seeks Grant Review Panel Members

Grant review panels may include people with disabilities, family members, and professionals who evaluate proposals, participate in a meeting, and ultimately develop funding recommendations to the Council.